

Listing of Claims:

1-28 (canceled)

29. (currently amended) A broadcast programming network device, comprising:

a tuner configured to tune to any one of multiple broadcast video programming reception channels to receive broadcast video programming scheduled on the one of the multiple reception channels to which the tuner is tuned and icon related data indicative of the availability of commerce related information associated with at least one product available for purchase via the network;

a processor configured to process the received icon related data and to direct a simultaneous display of an icon with a display of the scheduled broadcast video programming; and

a display screen configured to display the scheduled broadcast video programming and, in accordance with the directive, to simultaneously display the icon.

30. (previously presented) A network device according to claim 29, wherein:

the tuner is further configured to receive the available commerce information if tuned to the one channel;

the processor is further configured to process the received available commerce information and to direct a simultaneous display of the received available commerce information with the display of the scheduled broadcast video programming; and

wherein the display screen is further configured, in accordance with the directive, to simultaneously display the received available commerce information with the display

of the scheduled broadcast video programming.

31. (previously presented) A network device according to claim 30, further comprising:

a controller configured to enter a user input associated with the icon;

wherein the processor directs the simultaneous display of the received available commerce information with the display of the scheduled broadcast video programming based on the user input.

32. (previously presented) A network device according to claim 30, wherein the icon related data and the available commerce related information are received via an out-of-band data path.

33. (previously presented) A network device according to claim 29, wherein available commerce information is associated with the scheduled video programming.

34. (previously presented) A network device according to claim 29, wherein the tuner and processor are housed in a television set top box.

35. (currently amended) A network device according to claim 29, wherein the available commerce related information is ~~at least one of (i) information regarding a product itself and (ii) information regarding purchase of the product.~~

36. (previously presented) A network device according to claim 29, wherein the

commerce related information includes a listing identifying a plurality of products.

37. (previously presented) A network device according to claim 29, wherein the commerce related information corresponds to a user preference.

38. (previously presented) A network device according to claim 29, wherein the processor directs the simultaneous display of the icon by triggering the display of the icon on the display screen based on the processing of the icon related data so as to be simultaneous with a display of a predetermined portion of the scheduled video programming on the display screen.

39. (currently amended) A method for receiving commerce related information over a broadcast programming network, comprising:

tuning to one of multiple selectable broadcast video programming reception channels;

receiving, responsive to being tuned to the one channel, broadcast video programming scheduled on the one channel and icon related data indicative of the availability of commerce related information associated with at least one product available for purchase via the network;

processing the received icon related data to generate an instruction directing a display of an icon simultaneous with a display of the scheduled broadcast video programming; and

simultaneously displaying the scheduled broadcast video programming and the

icon in accordance with the generated instruction.

40. (previously presented) A method according to claim 39, wherein the instruction is a first instruction, and further comprising:

receiving the available commerce information, responsive to being tuned to the one channel;

processing the received available commerce information to generate a second instruction directing a simultaneous display of the received available commerce information with the display of the scheduled broadcast video programming; and

simultaneously displaying the received available commerce information with the received scheduled broadcast video programming in accordance with the second instruction.

41. (previously presented) A method according to claim 40, further comprising:

receiving a user input associated with the icon;

wherein the received available commerce information is processed to generate the second instruction based on the receipt of the user input.

42. (previously presented) A method according to claim 40, wherein the icon related data and the available commerce related information are received via an out-of-band data path.

43. (previously presented) A method according to claim 39, wherein the available

commerce information is associated with the scheduled video programming.

44. (currently amended) A method according to claim 39, wherein the available commerce related information is ~~at least one of (i) information regarding a product itself and (ii) information regarding purchase of the product.~~

45. (previously presented) A method according to claim 39, wherein the commerce related information includes a listing identifying a plurality of products.

46. (previously presented) A method according to claim 39, wherein the commerce related information corresponds to a user preference.

47. (previously presented) A method according to claim 39, wherein the instruction generated by processing the icon related data triggers the displaying of the icon so as to be simultaneous with the displaying of a predetermined portion of the scheduled video programming.

48. (currently amended) A broadcast programming network, comprising:

a broadcast station configured to broadcast first video programming and first icon related data indicative of the availability of first commerce related information associated with at least one product available for purchase via the network, and to broadcast second video programming and second icon related data indicative of the availability of second commerce related information associated with at least one product available for

purchase via the network; and

a reception station configured to tune to any of a first broadcast video programming reception channel and a second broadcast video programming reception channel and, if tuned to the first channel, to receive the first video programming and the first icon related data and simultaneously display a portion of the scheduled first broadcast video programming and an icon in accordance with the first icon related data, and, if tuned to the second channel, to receive the second video programming and the second icon related data and simultaneously display a portion of the scheduled second broadcast video programming and the icon in accordance with the second icon related data.

49. (previously presented) A network according to claim 48, wherein:

the broadcast station is further configured to broadcast the available first commerce related information and the available second commerce related information; and

the reception station is further configured to receive the available first commerce related information and simultaneously display the received available first commerce related information with another portion of the scheduled first broadcast video programming if tuned to the first channel, and to receive the available second commerce related information and simultaneously display the received available second commerce related information with another portion of the scheduled second broadcast video programming if tuned to the second channel.

50. (previously presented) A network according to claim 49, further comprising:

a controller configured to enter a user input associated with the icon;

wherein the reception station simultaneously displays the applicable received available commerce related information with the applicable scheduled broadcast video programming based on the user input.

51. (previously presented) A network according to claim 48, wherein the first and the second icon related data and the available first and second commerce related information are broadcast via an out-of-band data path.